

```
graph TD
    72[Mobile subscriber's identity information] --> 70[Cellular service provider receives cell phone location information]
    70 --> 74{Any third party receiver of location information?}
    74 -- Yes --> 76[Send location information to the third party without disclosing the mobile subscriber's identity]
    74 -- No --> 82{Is location information utilized by cellular service provider for sending advertisements to the cell phone?}
    76 --> 78[Third party sends location-specific advertisements to the cell phone]
    82 -- Yes --> 84[Cellular service provider sends location-specific advertisements to the cell phone]
    82 -- No --> 80([END])
    78 --> 80
    84 --> 80
```

Flowchart 700 illustrates a method for sending location-specific advertisements to a cell phone. The process begins with a box labeled 72, "Mobile subscriber's identity information", which points to a box labeled 70, "Cellular service provider receives cell phone location information". From box 70, the flow proceeds to a decision diamond labeled 74, "Any third party receiver of location information?". If the answer is "Yes", the flow goes to box 76, "Send location information to the third party without disclosing the mobile subscriber's identity", which then leads to box 78, "Third party sends location-specific advertisements to the cell phone". If the answer to diamond 74 is "No", the flow proceeds to another decision diamond labeled 82, "Is location information utilized by cellular service provider for sending advertisements to the cell phone?". If the answer to diamond 82 is "Yes", the flow goes to box 84, "Cellular service provider sends location-specific advertisements to the cell phone". If the answer to diamond 82 is "No", the flow goes directly to the "END" terminal labeled 80. Both box 78 and box 84 lead to the "END" terminal 80.

FIG. 4

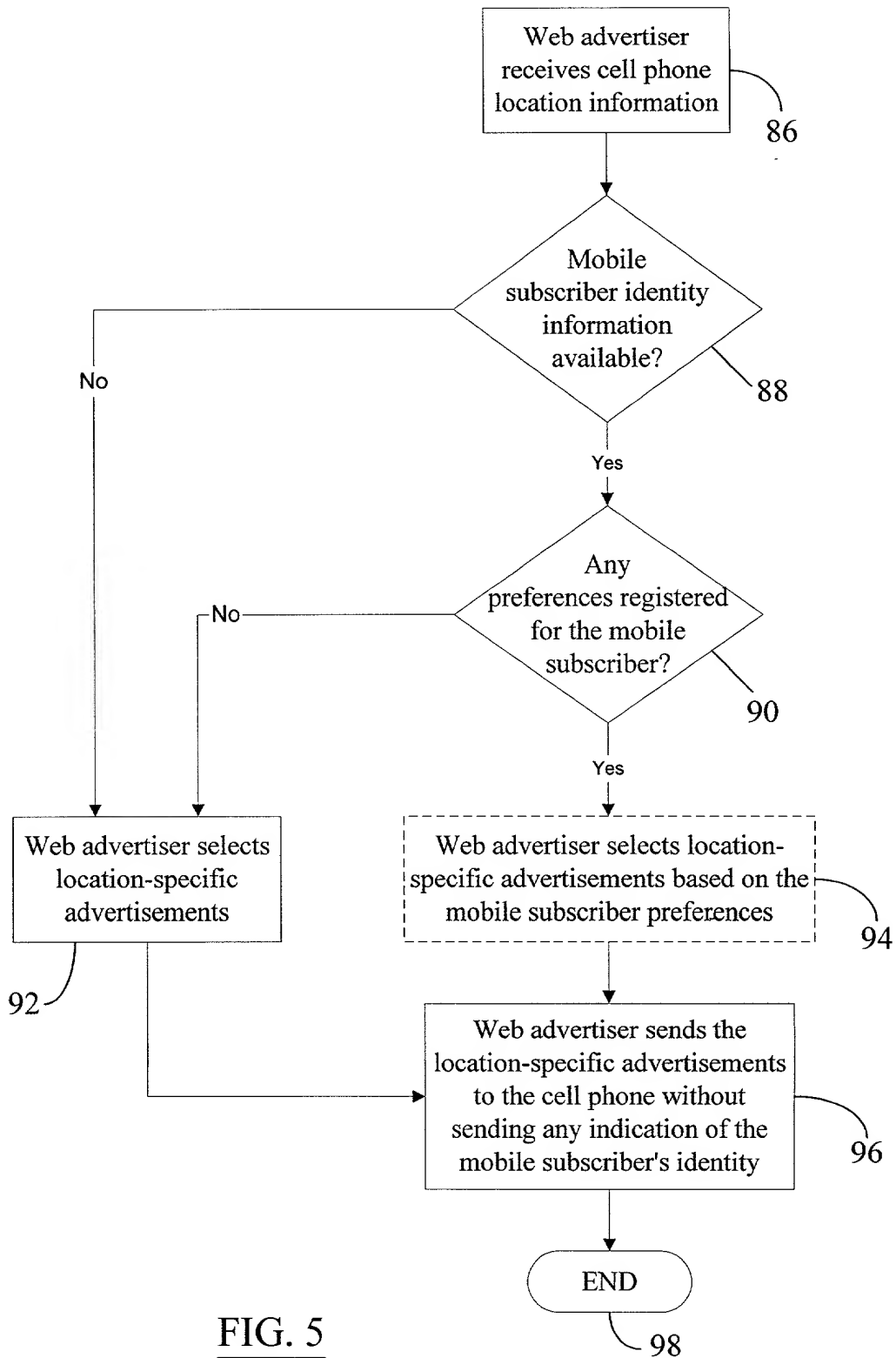


FIG. 5

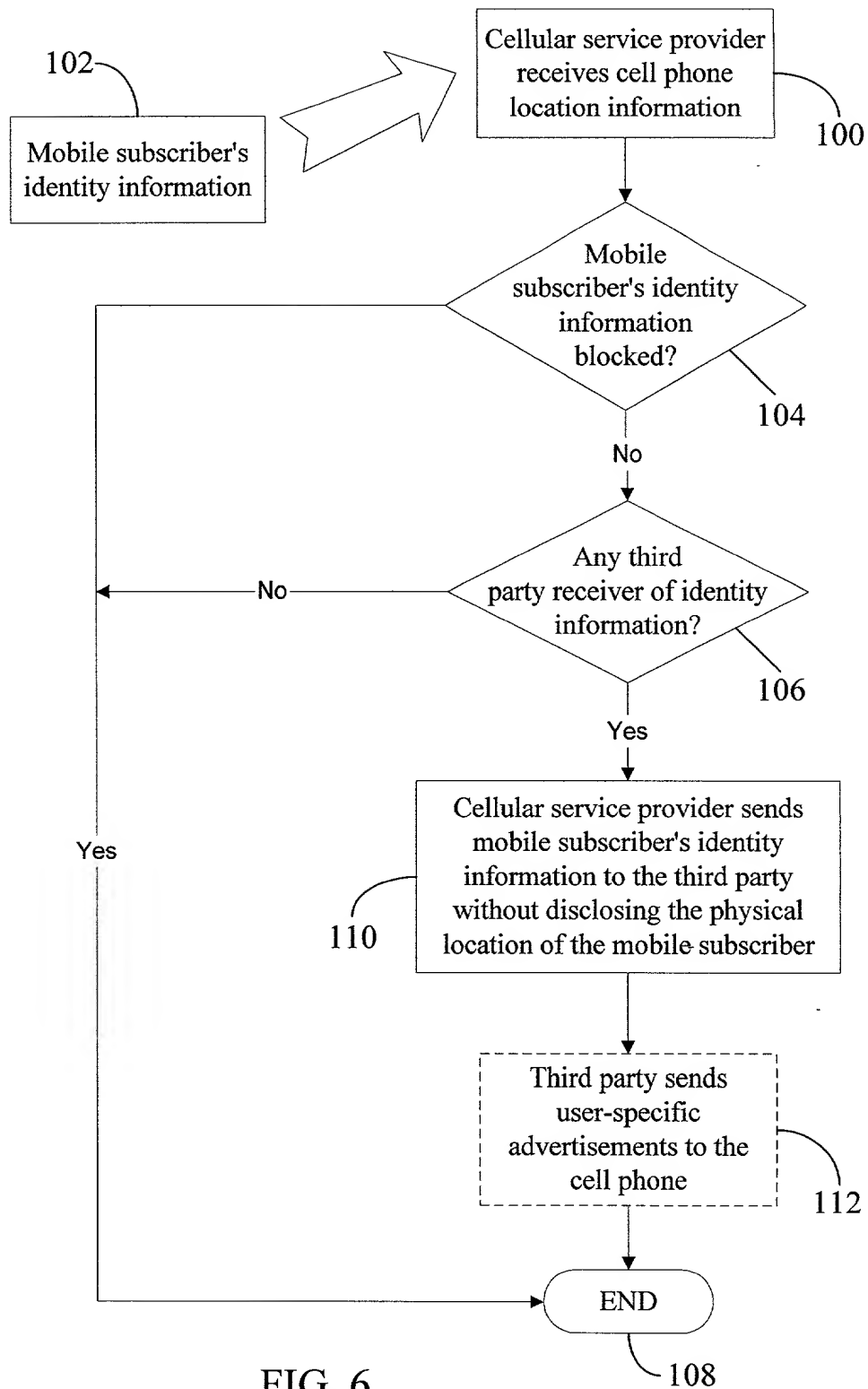


FIG. 6

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